

EXHIBIT A

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10 Attorneys for Defendant and Counterclaimant,
11 Blockbuster Inc.

12
13 UNITED STATES DISTRICT COURT
14 NORTHERN DISTRICT OF CALIFORNIA

15 NETFLIX, INC., a Delaware corporation,

16 Plaintiff,

17 vs.

18 BLOCKBUSTER INC., a Delaware
19 corporation, DOES 1-50,

20 Defendants.

CASE NO. C 06 2361 WHA

BLOCKBUSTER'S FIRST SET
OF REQUESTS FOR
PRODUCTION TO NETFLIX

21
22 AND RELATED COUNTER ACTION.

Complaint Filed: April 4, 2006

23 Blockbuster Inc. requests under Rule 34 of the Federal Rules of Civil
24 Procedure that Netflix, Inc., produce each of the following categories of documents
25 and things for inspection and copying at the offices of Alschuler Grossman Stein &
26 Kahan LLP, the Water Garden, 1620 26th Street, Fourth Floor, North Tower, Santa
Monica, CA 90404-4060 on August 14, 2006, at 10:00 a.m.

27 **DEFINITIONS**

28 "041 APPLICATION" means U.S. Patent Application Serial Number

1 09/561,041, including any amendments of that application.

2 “727 APPLICATION” means U.S. Patent Application Serial Number
3 10/438,727, including any amendments of that application.

4 “381 PATENT” means United States Patent No. 7,024,381.

5 “450 PATENT” means United States Patent No. 6,584,450.

6 “CLAIMED FEATURE” means any feature recited in any claim of
7 either the ’450 PATENT or the ’381 PATENT.

8 “COMMUNICATION” means any communication of any kind
9 whatsoever, whether oral, written, telephonic, electronic, or other.

10 “MATERIALS” includes COMMUNICATIONS and means any and
11 all documents and tangible things of any description whatsoever, including, without
12 limitation, all “writings,” “recordings,” “photographs,” “original[s],” and
13 “duplicate[s]” as defined in Rule 1001 of the Federal Rules of Evidence.

14 “NCR PATENT” means (1) any patent that NCR Corporation has ever
15 asserted against NETFLIX, (2) any patent under which NCR Corporation has
16 suggested the possibility of NETFLIX taking a license, and (3) each of the
17 following patents:

18 a. U.S. Patent No. 5,699,526, entitled “Ordering and
19 Downloading Resources from Computerized Repositories,” which names as
20 inventor David M. Siefert, issued December 16, 1997, on an application filed
21 August 21, 1996;

22 b. U.S. Patent No. 5,951,643, entitled “Mechanism for
23 Dependably Organizing and Managing Information for Web Synchronization
24 and Tracking Among Multiple Browsers,” which names as inventors James
25 A. Shelton, Michael I. Ingrassia, Jr., and Thomas M. Roland, issued
26 September 14, 1999, on an application filed October 6, 1997;

27 c. U.S. Patent No. 5,991,791, entitled “Security Aspects of
28 Computer Resource Repositories,” which names as inventor David M.

1 Siefert, issued November 23, 1999, on an application filed January 10, 1997;
 2 d. U.S. Patent No. 6,026,403, entitled "Computer System for
 3 Management of Resources," which names as inventor David M. Siefert,
 4 issued February 15, 2000, on an application filed March 24, 1994;
 5 e. U.S. Patent No. 6,169,997, entitled "Method and
 6 Apparatus for Forming Subject (Context) Map and Presenting Internet Data
 7 According to the Subject Map," which names as inventors Karen A.
 8 Papierniak, James E. Thaisz, Luo-Jen Chiang, and Paresh B. Shah, issued
 9 January 2, 2001, on an application filed April 29, 1998;
 10 f. U.S. Patent No. 6,253,203, entitled "Privacy-Enhanced
 11 Database," which names as inventors Kenneth W. O'Flaherty, Richard G.
 12 Stellwagen, Jr., Todd A. Walter, Reid M. Watts, David A. Ramsey, Adriaan
 13 W. Veldhuisen and Renda K. Ozden, issued June 26, 2001, on an application
 14 filed October 2, 1998;
 15 g. U.S. Patent No. ,6,480,855, entitled "Managing a
 16 Resource on a Network Where Each Resource Has an Associated Profile with
 17 an Image," which names as inventor David M. Siefert, issued November 12,
 18 2002, on an application filed August 22, 2000;
 19 h. U.S. Patent No. 6,502,096, entitled "Computerized Asset
 20 Management System," which names as inventor David M. Siefert, issued
 21 December 31, 2002, on an application filed August 22, 2000; and
 22 i. U.S. Patent No. 6,714,931, entitled "Method and
 23 Apparatus for Forming User Sessions and Presenting Internet Data
 24 According to the User Sessions," which names as inventors Karen A.
 25 Papierniak, James E. Thaisz, Luo-Jen Chiang, Anjali M. Diwekar, issued
 26 March 30, 2004, on an application filed April 29, 1998.

27 "NETFLIX" means Netflix, Inc.; all of its predecessors and successors
 28 in interest; and all past or present officers, employees, attorneys, and agents of any

1 of them.

2 "PERSON UNDER A DUTY OF CANDOR" means any and all of:

- 3 a. W. Reed Hastings, Neil Duncan Hunt, and Marc B.
Randolph;
- 5 b. Christopher J. Palermo and Brian D. Hickman;
- 6 c. All inventors named in the '041 APPLICATION and '727
APPLICATION;
- 8 d. All attorneys and agents who prepared or prosecuted the
'041 APPLICATION or '727 APPLICATION; and
- 10 e. Every other person who was substantively involved in the
preparation or prosecution of the '041 APPLICATION or '727
APPLICATION and who was associated with an inventor, with the assignee
or with anyone to whom there was an obligation to assign the application.

14 "SUBJECT INVENTION" means any invention disclosed or claimed
15 in the '450 PATENT or the '381 PATENT.

16 "SUBJECT PATENT OR APPLICATION" means any and all of: the
17 '450 PATENT; the '381 PATENT; the '041 APPLICATION and '727
18 APPLICATION; any U.S., foreign, or international patent application claiming
19 priority of the '041 APPLICATION or '727 APPLICATION or of any application
20 from which either of them claims priority; and any U.S., foreign, or international
21 patent application in which Netflix has or had an interest that discloses or claims
22 any features recited in a claim of either or both of the '450 or '381 patents.

23 The words "and" and "or" should be construed disjunctively or
24 conjunctively as necessary to make the request inclusive rather than exclusive.

25 The singular form of a word shall be interpreted to include the plural,
26 and vice versa; and verb tenses shall be interpreted to include past, present and
27 future tenses.

28

1 **REQUESTS FOR PRODUCTION**

2 **REQUEST FOR PRODUCTION NO. 1:**

3 All MATERIALS submitted to or received from the United States Patent and
4 Trademark Office in connection with the '041 APPLICATION or '450 PATENT.

5 **REQUEST FOR PRODUCTION NO. 2:**

6 All MATERIALS submitted to or received from the United States Patent and
7 Trademark Office in connection with the '727 APPLICATION or '381 PATENT.

8 **REQUEST FOR PRODUCTION NO. 3:**

9 All MATERIALS submitted to or received from the United States Patent and
10 Trademark Office or any other patent office or agency in connection with any
11 SUBJECT PATENT OR APPLICATION.

12 **REQUEST FOR PRODUCTION NO. 4:**

13 All files of NETFLIX, including any NETFLIX patent attorney or patent
14 agent, for any SUBJECT PATENT or APPLICATION.

15 **REQUEST FOR PRODUCTION NO. 5:**

16 All MATERIALS constituting, recording, referring to, or evidencing any
17 assertion of, or attempt to license, any SUBJECT APPLICATION OR PATENT.

18 **REQUEST FOR PRODUCTION NO. 6:**

19 All MATERIALS constituting, recording, referring to, or evidencing any
20 reason or justification for not asserting the '450 PATENT before April 4, 2006.

21 **REQUEST FOR PRODUCTION NO. 7:**

22 All MATERIALS asserting, referring to or evidencing infringement or
23 noninfringement of the '450 PATENT or the '381 PATENT.

24 **REQUEST FOR PRODUCTION NO. 8:**

25 All MATERIALS asserting, referring to or evidencing validity or invalidity
26 of the '450 PATENT or the '381 PATENT.

27 **REQUEST FOR PRODUCTION NO. 9:**

28 All MATERIALS asserting, referring to or evidencing the scope of the '450

1 PATENT or the '381 PATENT or any aspect of the construction of any claim of
2 either patent.

3 **REQUEST FOR PRODUCTION NO. 10:**

4 All MATERIALS asserting, referring to or evidencing the scope of any
5 SUBJECT APPLICATION OR PATENT or any aspect of the construction of any
6 claim of any such application or patent.

7 **REQUEST FOR PRODUCTION NO. 11:**

8 All MATERIALS asserting, referring to or evidencing the patentability or
9 unpatentability of any SUBJECT APPLICATION OR PATENT or of any claim of
10 any such application or patent.

11 **REQUEST FOR PRODUCTION NO. 12:**

12 All MATERIALS asserting, referring to or evidencing the patentability or
13 unpatentability of any method performed by NETFLIX or of any related apparatus
14 or computer-readable medium.

15 **REQUEST FOR PRODUCTION NO. 13:**

16 All MATERIALS constituting, recording, referring to, or evidencing
17 COMMUNICATIONS between W. Reed Hastings and Edward Stead concerning
18 any SUBJECT PATENT or APPLICATION.

19 **REQUEST FOR PRODUCTION NO. 14:**

20 All MATERIALS constituting, recording, referring to, or evidencing
21 COMMUNICATIONS between NETFLIX and BLOCKBUSTER concerning any
22 SUBJECT PATENT or APPLICATION.

23 **REQUEST FOR PRODUCTION NO. 15:**

24 All MATERIALS constituting, recording, referring to, or evidencing
25 COMMUNICATIONS concerning any patent rights, patent license, or patent
26 infringement related to Blockbuster Online.

27 **REQUEST FOR PRODUCTION NO. 16:**

28 All MATERIALS constituting, recording, referring to, or evidencing

1 COMMUNICATIONS concerning any patent rights, patent license, or patent
2 infringement related to NETFLIX.

3 **REQUEST FOR PRODUCTION NO. 17:**

4 All MATERIALS constituting, recording, referring to, or evidencing
5 COMMUNICATIONS concerning the '450 PATENT.

6 **REQUEST FOR PRODUCTION NO. 18:**

7 All MATERIALS constituting, recording, referring to, or evidencing
8 COMMUNICATIONS concerning the '381 PATENT.

9 **REQUEST FOR PRODUCTION NO. 19:**

10 All MATERIALS constituting, recording, referring to, or evidencing
11 COMMUNICATIONS concerning the '041 APPLICATION.

12 **REQUEST FOR PRODUCTION NO. 20:**

13 All MATERIALS constituting, recording, referring to, or evidencing
14 COMMUNICATIONS concerning the '727 APPLICATION.

15 **REQUEST FOR PRODUCTION NO. 21:**

16 All MATERIALS filed, served, and produced for inspection by an
17 adverse party in *Netflix, Inc. v. NCR Corporation*, Case No. C 06 1892 in the
18 United States District Court for the Northern District of California, and all
19 transcripts or other records of any discovery or proceedings in that case.

20 **REQUEST FOR PRODUCTION NO. 22:**

21 All MATERIALS constituting, recording, referring to, or evidencing
22 COMMUNICATIONS between the parties in *Netflix, Inc. v. NCR Corporation*,
23 Case No. C 06 1892 in the United States District Court for the Northern District of
24 California, or their respective counsel.

25 **REQUEST FOR PRODUCTION NO. 23:**

26 All MATERIALS constituting, recording, referring to, or evidencing any
27 settlement negotiations concerning *Netflix, Inc. v. NCR Corporation*, Case No. C 06
28 1892 in the United States District Court for the Northern District of California.

1 **REQUEST FOR PRODUCTION NO. 24:**

2 All MATERIALS filed, served, and produced for inspection by an
 3 adverse party in *Frank Chavez v. Netflix, Inc.*, San Francisco Superior Court Case
 4 No. CGC 04-434884, and any transcripts or other records of any discovery or
 5 proceedings in that case.

6 **REQUEST FOR PRODUCTION NO. 25:**

7 All MATERIALS constituting, recording, referring to, or evidencing
 8 COMMUNICATIONS between the parties in *Frank Chavez v. Netflix, Inc.*, San
 9 Francisco Superior Court Case No. CGC 04-434884, or their respective counsel.

10 **REQUEST FOR PRODUCTION NO. 26:**

11 All MATERIALS constituting, referring to, recording, or evidencing any
 12 settlement negotiations concerning *Frank Chavez v. Netflix, Inc.*, San Francisco
 13 Superior Court Case No. CGC 04-434884.

14 **REQUEST FOR PRODUCTION NO. 27:**

15 All MATERIALS constituting, recording, referring to, or evidencing any
 16 business plans, business description, slides, handouts, or presentations created or
 17 used before April 28, 1999, in connection with any effort by NETFLIX to obtain
 18 financing.

19 **REQUEST FOR PRODUCTION NO. 28:**

20 All MATERIALS constituting, recording, referring to, or evidencing any
 21 business plans, business description, slides, handouts, or presentations created or
 22 used before April 28, 1999, in connection with any effort by NETFLIX to sell any
 23 interest in its business or company.

24 **REQUEST FOR PRODUCTION NO. 29:**

25 All MATERIALS constituting, recording, referring to, or evidencing any
 26 business plans, business description, slides, handouts, or presentations created or
 27 used before April 28, 1999, in connection with any effort by NETFLIX to obtain
 28 any alliance, partnership, or joint venture.

1 **REQUEST FOR PRODUCTION NO. 30:**

2 All MATERIALS constituting, recording, referring to, or evidencing
3 business plans, business descriptions, slides, handouts, or presentations provided by
4 NETFLIX, before April 28, 1999, to any of the following:

- 5 a. AOL LLC
6 b. Best Buy Co., Inc.
7 c. Fox Entertainment Group, Inc.
8 d. Microsoft Corporation
9 e. NBC Universal, Inc.
10 f. Paramount Pictures Corporation
11 g. Sony Pictures Entertainment Inc.
12 h. The Walt Disney Company
13 i. Warner Bros. Entertainment Inc.
14 j. YAHOO! Inc.

15 **REQUEST FOR PRODUCTION NO. 31:**

16 All MATERIALS received from Wal-Mart, or constituting, recording,
17 referring to, or evidencing any COMMUNICATION with Wal-Mart, concerning
18 any NETFLIX patent or patent application.

19 **REQUEST FOR PRODUCTION NO. 32:**

20 All MATERIALS referring to or evidencing HBO, Showtime, or any
21 subscription cable or satellite television service or pay television service in
22 existence before April 28, 1999, or referring to or evidencing any knowledge
23 thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any
24 time before April 4, 2006.

25 **REQUEST FOR PRODUCTION NO. 33:**

26 All MATERIALS referring to or evidencing TiVo or referring to or
27 evidencing any knowledge of TiVo by NETFLIX or any PERSON UNDER A
28 DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 34:

All MATERIALS referring to or evidencing Webvan, Home Grocer.com, or any Internet grocery service in existence before April 28, 1999, or referring to or evidencing any knowledge thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR of at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 35:

All MATERIALS referring to or evidencing Amazon.com or referring to or evidencing any knowledge of Amazon.com by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 36:

All MATERIALS referring to or evidencing eBay or referring to or evidencing any knowledge of eBay by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 37:

All MATERIALS referring to or evidencing any distribution or circulation of videos or films on a subscription basis before April 28, 1999, or referring to or evidencing any knowledge thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 38:

All MATERIALS referring to or evidencing any distribution or circulation of music or audio on a subscription basis before April 28, 1999, or referring to or evidencing any knowledge thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 39:

All MATERIALS referring to or evidencing any distribution or circulation of books on a subscription basis before April 28, 1999, or referring to or evidencing any knowledge thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 40:

All MATERIALS referring to or evidencing any use of waiting or reservation lists for video rental before April 28, 1999, or referring to or evidencing any knowledge thereof by NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 41:

MATERIALS sufficient to fully describe any digital display, selection, and ordering of items over the Internet before April 28, 1999, that was known to NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before April 4, 2006.

REQUEST FOR PRODUCTION NO. 42:

All MATERIALS referring to or constituting United States Patent No. 5,459,306, issued on October 17, 1995, entitled "Method and System for Delivering On Demand, Individually Targeted Promotions."

REQUEST FOR PRODUCTION NO. 43:

All MATERIALS constituting, recording, referring to, or evidencing submission of any prior art reference or other information to the United States Patent and Trademark Office in connection with the '041 APPLICATION or '450 PATENT.

REQUEST FOR PRODUCTION NO. 44:

All MATERIALS constituting, recording, referring to, or evidencing submission of any prior art reference or other information to the United States Patent and Trademark Office in connection with the '727 APPLICATION or '381 PATENT.

REQUEST FOR PRODUCTION NO. 45:

All MATERIALS recording, referring to, or evidencing of how or when NETFLIX or any PERSON UNDER A DUTY OF CANDOR obtained or became aware of any prior art reference or other information submitted to the United States

1 Patent and Trademark Office in connection with the '727 APPLICATION or '381
 2 PATENT.

3 **REQUEST FOR PRODUCTION NO. 46:**

4 All MATERIALS constituting, recording, referring to, or evidencing
 5 submission of any prior art reference or other information to the United States
 6 Patent and Trademark Office or any other patent office or agency in connection
 7 with any SUBJECT APPLICATION OR PATENT.

8 **REQUEST FOR PRODUCTION NO. 47:**

9 All MATERIALS constituting, recording, referring to, or evidencing any
 10 failure or omission to submit any prior art reference or other information to the
 11 United States Patent and Trademark Office in connection with the '041
 12 APPLICATION or '450 PATENT.

13 **REQUEST FOR PRODUCTION NO. 48:**

14 All MATERIALS constituting, recording, referring to, or evidencing any
 15 failure or omission to submit any prior art reference or other information to the
 16 United States Patent and Trademark Office in connection with the '727
 17 APPLICATION or '381 PATENT.

18 **REQUEST FOR PRODUCTION NO. 49:**

19 All MATERIALS constituting, recording, referring to, or evidencing any
 20 failure or omission to submit any prior art reference or other information to the
 21 United States Patent and Trademark Office or any other patent office or agency in
 22 connection with any SUBJECT APPLICATION OR PATENT.

23 **REQUEST FOR PRODUCTION NO. 50:**

24 All MATERIALS constituting, recording, referring to, or evidencing any
 25 reason or justification for submitting or not submitting any prior art reference or
 26 other information to the United States Patent and Trademark Office in connection
 27 with the '041 APPLICATION or '450 PATENT.

28

REQUEST FOR PRODUCTION NO. 51:

All MATERIALS constituting, recording, referring to, or evidencing any reason or justification for submitting or not submitting any prior art reference or other information to the United States Patent and Trademark Office in connection with the '727 APPLICATION or '381 PATENT.

REQUEST FOR PRODUCTION NO. 52:

All MATERIALS constituting, recording, referring to, or evidencing any reason or justification for submitting or not submitting any prior art reference or other information to the United States Patent and Trademark Office or any other patent office or agency in connection with any SUBJECT APPLICATION OR PATENT.

REQUEST FOR PRODUCTION NO. 53:

All MATERIALS asserting, recording, referring to, or evidencing any failure or omission by NETFLIX to submit any prior art reference or other information to the United States Patent and Trademark Office or any other patent office or agency.

REQUEST FOR PRODUCTION NO. 54:

All MATERIALS asserting, recording, referring to, or evidencing any failure or omission by NETFLIX or any PERSON UNDER A DUTY OF CANDOR to submit any prior art reference or other information to the United States Patent and Trademark Office or any other patent office or agency.

REQUEST FOR PRODUCTION NO. 55:

All MATERIALS constituting, recording, referring to, or evidencing any use, description or disclosure, prior to April 28, 1999, of any computer-implemented rental of movies to a customer.

REQUEST FOR PRODUCTION NO. 56:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of any computer-implemented rental of movies to customers.

REQUEST FOR PRODUCTION NO. 57:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of providing electronic digital information that caused one of more attributes of movies to be displayed.

REQUEST FOR PRODUCTION NO. 58:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of a movie rental queue.

REQUEST FOR PRODUCTION NO. 59:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of a movie rental queue associated with a customer.

REQUEST FOR PRODUCTION NO. 60:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of a movie rental queue comprising an ordered list.

REQUEST FOR PRODUCTION NO. 61:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of a movie rental queue in electronic digital form.

REQUEST FOR PRODUCTION NO. 62:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of a movie rental queue established from electronic digital information received over the Internet.

REQUEST FOR PRODUCTION NO. 63:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of causing delivery to a customer of up to a certain number of movies based on the order of a list.

1 **REQUEST FOR PRODUCTION NO. 64:**

2 All MATERIALS constituting, recording, referring to, or evidencing any use,
 3 practice, description, or disclosure, prior to April 28, 1999, of movie rental in which
 4 a customer was not required to return movies within a specified time associated
 5 with delivery.

6 **REQUEST FOR PRODUCTION NO. 65:**

7 All MATERIALS constituting, recording, referring to, or evidencing any use,
 8 practice, description, or disclosure, prior to April 28, 1999, of, in response to one or
 9 more delivery criteria being satisfied, selecting a movie based on the order of a list
 10 and causing it to be delivered.

11 **REQUEST FOR PRODUCTION NO. 66:**

12 All MATERIALS constituting, recording, referring to, or evidencing any use,
 13 practice, description, or disclosure, prior to April 28, 1999, of, in response to
 14 electronic digital information received from the customer over the Internet,
 15 electronically updating a movie rental queue.

16 **REQUEST FOR PRODUCTION NO. 67:**

17 MATERIALS sufficient to fully describe any use, practice, description, or
 18 disclosure, prior to April 28, 1999, of a rental agreement that provided for a
 19 periodic fee.

20 **REQUEST FOR PRODUCTION NO. 68:**

21 MATERIALS sufficient to fully describe any use, practice, description, or
 22 disclosure, prior to April 28, 1999, of establishing a rental agreement over the
 23 Internet.

24 **REQUEST FOR PRODUCTION NO. 69:**

25 All MATERIALS constituting, recording, referring to, or evidencing any use,
 26 practice, description, or disclosure, prior to April 28, 1999, of shipping a movie
 27 only if a fee was current.

28

1 **REQUEST FOR PRODUCTION NO. 70:**

2 MATERIALS sufficient to fully describe any use, practice, description, or
3 disclosure, prior to April 28, 1999, of any computer system for renting movies.

4 **REQUEST FOR PRODUCTION NO. 71:**

5 MATERIALS sufficient to fully describe any use, practice, description, or
6 disclosure, prior to April 28, 1999, of renting movies using a computer coupled to a
7 digital telecommunications network.

8 **REQUEST FOR PRODUCTION NO. 72:**

9 MATERIALS sufficient to fully describe any use, practice, description, or
10 disclosure, prior to April 28, 1999, of renting movies using a computer coupled to a
11 digital telecommunications network.

12 **REQUEST FOR PRODUCTION NO. 73:**

13 MATERIALS sufficient to fully describe any use, practice, description, or
14 disclosure, prior to April 28, 1999, of renting movies using a computer with
15 electronic digital memory.

16 **REQUEST FOR PRODUCTION NO. 74:**

17 MATERIALS sufficient to fully describe any use, practice, description, or
18 disclosure, prior to April 28, 1999, of renting movies using a computer with
19 programs stored in memory causing the computer to perform steps.

20 **REQUEST FOR PRODUCTION NO. 75:**

21 All MATERIALS constituting, recording, referring to, or evidencing any use,
22 practice, description, or disclosure, prior to April 28, 1999, of updating a movie
23 rental queue by changing the order of two or more movies for rental to a customer.

24 **REQUEST FOR PRODUCTION NO. 76:**

25 All MATERIALS constituting, recording, referring to, or evidencing any use,
26 practice, description, or disclosure, prior to April 28, 1999, of updating a movie
27 rental queue by indicating an additional movie in an ordered list.

REQUEST FOR PRODUCTION NO. 77:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of updating a movie rental queue by removing an indication of one or more movies from the ordered list.

REQUEST FOR PRODUCTION NO. 78:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of any computer-implemented method in which two or more movies for renting to a customer are selected by a customer.

REQUEST FOR PRODUCTION NO. 79:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of determining the order of two or more movies based upon one or more preferences of a customer.

REQUEST FOR PRODUCTION NO. 80:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of any delivery of a selected movie by mail.

REQUEST FOR PRODUCTION NO. 81:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of any delivery of a selected movie by mail on one or more optical media.

REQUEST FOR PRODUCTION NO. 82:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of, in response to receipt of a movie by mail, selecting another movie and causing it to be delivered to a customer.

REQUEST FOR PRODUCTION NO. 83:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of any computer-implemented rental of movies in which the number of movies delivered to the

1 customer and not yet returned did not exceed a specified number.

2 **REQUEST FOR PRODUCTION NO. 84:**

3 All MATERIALS constituting, recording, referring to, or evidencing any use,
 4 practice, description, or disclosure, prior to April 28, 1999, of electronically
 5 updating a movie rental queue response to electronic digital information indicating
 6 that delivery criteria were satisfied.

7 **REQUEST FOR PRODUCTION NO. 85:**

8 All MATERIALS constituting, recording, referring to, or evidencing any use,
 9 practice, description, or disclosure, prior to April 28, 1999, of electronically
 10 updating a movie rental queue in response to electronic digital information
 11 comprising selection criteria.

12 **REQUEST FOR PRODUCTION NO. 86:**

13 MATERIALS sufficient to fully describe any use, practice, description, or
 14 disclosure, prior to April 28, 1999, of rental of any of motion pictures, television
 15 series, documentaries, cartoons, music videos, video recordings of concert
 16 performances, instructional programs, or educational programs.

17 **REQUEST FOR PRODUCTION NO. 87:**

18 MATERIALS sufficient to fully describe any use, practice, description, or
 19 disclosure, prior to April 28, 1999, of receiving one or more item selection criteria
 20 that indicated one or more items a customer desired to rent.

21 **REQUEST FOR PRODUCTION NO. 88:**

22 MATERIALS sufficient to fully describe any use, practice, description, or
 23 disclosure, prior to April 28, 1999, of providing a customer up to a specified
 24 number of items indicated by one or more selection criteria.

25 **REQUEST FOR PRODUCTION NO. 89:**

26 MATERIALS sufficient to fully describe any use, practice, description, or
 27 disclosure, prior to April 28, 1999, of, in response to receiving one or more items
 28 provided to a customer, providing the customer one or more other items indicated

1 by one or more item selection criteria.

2 **REQUEST FOR PRODUCTION NO. 90:**

3 All MATERIALS constituting, recording, referring to, or evidencing any use,
 4 practice, description, or disclosure, prior to April 28, 1999, of any rental of items to
 5 a customer in which the total current number of items provided to the customer did
 6 not exceed a specified number.

7 **REQUEST FOR PRODUCTION NO. 91:**

8 All MATERIALS constituting, recording, referring to, or evidencing any use,
 9 practice, description, or disclosure, prior to April 28, 1999, of any rental of items to
 10 a customer in which the total current number of items provided to the customer did
 11 not exceed a specified limit.

12 **REQUEST FOR PRODUCTION NO. 92:**

13 MATERIALS sufficient to fully describe any use, practice, description, or
 14 disclosure, prior to April 28, 1999, of renting movies.

15 **REQUEST FOR PRODUCTION NO. 93:**

16 MATERIALS sufficient to fully describe any use, practice, description, or
 17 disclosure, prior to April 28, 1999, of a computer-readable medium for renting
 18 items to customers.

19 **REQUEST FOR PRODUCTION NO. 94:**

20 MATERIALS sufficient to fully describe any use, practice, description, or
 21 disclosure, prior to April 28, 1999, of a computer-readable medium for renting
 22 items to customers that carried one or more sequences of instructions.

23 **REQUEST FOR PRODUCTION NO. 95:**

24 MATERIALS sufficient to fully describe any use, practice, description, or
 25 disclosure, prior to April 28, 1999, of instructions that, when executed by one or
 26 more processors, caused one or more of them to perform steps for renting items to
 27 customers.

28

REQUEST FOR PRODUCTION NO. 96:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of an apparatus for renting items to customers, the apparatus including one or more processors.

REQUEST FOR PRODUCTION NO. 97:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of an apparatus for renting items to customers, the apparatus including a memory communicatively coupled to the one or more processors, the memory including one or more sequences of one or more instructions which, when executed by the one or more processors, caused the one or more processors to perform steps.

REQUEST FOR PRODUCTION NO. 98:

MATERIALS sufficient to fully describe any use, practice, description, or disclosure, prior to April 28, 1999, of an apparatus for renting items to customers comprising an item rental mechanism configured to perform steps.

REQUEST FOR PRODUCTION NO. 99:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of any rental of items to customers in which a total number of items provided to the customer within a specified period of time did not exceed a specified limit.

REQUEST FOR PRODUCTION NO. 100:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of any rental of items to customers in which a total number of items provided to the customer within a specified period of time did not exceed a specified number.

REQUEST FOR PRODUCTION NO. 101:

All MATERIALS constituting, recording, referring to, or evidencing any use, practice, description, or disclosure, prior to April 28, 1999, of any rental of items to

1 customers in which if the total number of items provided to the customer within a
 2 specified period of time was less than a specified limit, there was an increase in the
 3 specified limit for another period of time.

4 **REQUEST FOR PRODUCTION NO. 102:**

5 All MATERIALS constituting, recording, referring to, or evidencing any use,
 6 practice, description, or disclosure, prior to April 28, 1999, of item selection criteria
 7 that indicated a desired order for items that a customer desired to rent.

8 **REQUEST FOR PRODUCTION NO. 103:**

9 All MATERIALS constituting, recording, referring to, or evidencing any use,
 10 practice, description, or disclosure, prior to April 28, 1999, of providing to a
 11 customer up to a specified number of items indicated by item selection criteria in
 12 the desired order indicated by the item selection criteria.

13 **REQUEST FOR PRODUCTION NO. 104:**

14 All MATERIALS constituting, recording, referring to, or evidencing any use,
 15 practice, description, or disclosure, prior to April 28, 1999, of providing to a
 16 customer one or more items indicated by item selection criteria in the desired order
 17 indicated by the item selection criteria.

18 **REQUEST FOR PRODUCTION NO. 105:**

19 All MATERIALS constituting, recording, referring to, or evidencing any use,
 20 practice, description, or disclosure, prior to April 28, 1999, of item selection criteria
 21 specifying one or more preferred item attributes.

22 **REQUEST FOR PRODUCTION NO. 106:**

23 All MATERIALS constituting, recording, referring to, or evidencing any use,
 24 practice, description, or disclosure, prior to April 28, 1999, of automatically
 25 selecting and providing a customer up to a specified number of items that had one
 26 or more preferred item attributes specified by item selection criteria.

27 **REQUEST FOR PRODUCTION NO. 107:**

28 All MATERIALS constituting, recording, referring to, or evidencing any use,

1 practice, description, or disclosure, prior to April 28, 1999, of, after providing a
 2 customer with up to a specified number of items, automatically selecting and
 3 providing to the customer one or more other items that had one or more preferred
 4 item attributes specified by item selection criteria.

5 **REQUEST FOR PRODUCTION NO. 108:**

6 All MATERIALS constituting, recording, referring to, or evidencing any use,
 7 practice, description, or disclosure, prior to April 28, 1999, of any item rental
 8 queue.

9 **REQUEST FOR PRODUCTION NO. 109:**

10 All MATERIALS constituting, recording, referring to, or evidencing any use,
 11 practice, description, or disclosure, prior to April 28, 1999, of any item rental queue
 12 for a customer.

13 **REQUEST FOR PRODUCTION NO. 110:**

14 All MATERIALS constituting, recording, referring to, or evidencing any use,
 15 practice, description, or disclosure, prior to April 28, 1999, of an item rental queue
 16 that contained one or more entries that specify items that a customer desired to rent.

17 **REQUEST FOR PRODUCTION NO. 111:**

18 All MATERIALS constituting, recording, referring to, or evidencing any use,
 19 practice, description, or disclosure, prior to April 28, 1999, of, in response to
 20 receiving back any item provided to a customer, selecting one or more other items
 21 from an item rental queue.

22 **REQUEST FOR PRODUCTION NO. 112:**

23 All MATERIALS constituting, recording, referring to, or evidencing any use,
 24 practice, description, or disclosure, prior to April 28, 1999, of establishing an item
 25 rental queue based on one or more item selection criteria.

26 **REQUEST FOR PRODUCTION NO. 113:**

27 All MATERIALS constituting, recording, referring to, or evidencing any use,
 28 practice, description, or disclosure, prior to April 28, 1999, of, in response to

1 receiving a customer notification, providing the customer a second set of one or
 2 more items indicated by item selection criteria.

3 **REQUEST FOR PRODUCTION NO. 114:**

4 All MATERIALS constituting, recording, referring to, or evidencing any use,
 5 practice, description, or disclosure, prior to April 28, 1999, of, in response to
 6 expiration of a specified amount of time, providing a customer a second set of one
 7 or more items indicated by item selection criteria.

8 **REQUEST FOR PRODUCTION NO. 115:**

9 All MATERIALS constituting, recording, referring to, or evidencing any use,
 10 practice, description, or disclosure, prior to April 28, 1999, of, in response to a
 11 specified date being reached, providing a customer a second set of one or more
 12 items indicated by item selection criteria.

13 **REQUEST FOR PRODUCTION NO. 116:**

14 All MATERIALS constituting, recording, referring to, or evidencing any use,
 15 practice, description, or disclosure, prior to April 28, 1999, of, in response to a
 16 specified fee being received, providing a customer a second set of one or more
 17 items indicated by item selection criteria.

18 **REQUEST FOR PRODUCTION NO. 117:**

19 MATERIALS sufficient to fully describe any use, practice, description, or
 20 disclosure, prior to April 28, 1999, of providing rental items to a customer by mail.

21 **REQUEST FOR PRODUCTION NO. 118:**

22 MATERIALS sufficient to fully describe any use, practice, description, or
 23 disclosure, prior to April 28, 1999, of providing rental items to a customer by a
 24 delivery agent.

25 **REQUEST FOR PRODUCTION NO. 119:**

26 MATERIALS sufficient to fully describe any use, practice, description, or
 27 disclosure, prior to April 28, 1999, of renting movies.

28

1 **REQUEST FOR PRODUCTION NO. 120:**

2 MATERIALS sufficient to fully describe any use, practice, description, or
3 disclosure, prior to April 28, 1999, of renting games.

4 **REQUEST FOR PRODUCTION NO. 121:**

5 All MATERIALS referring to or evidencing any use, practice, description or
6 disclosure of any SUBJECT INVENTION or CLAIMED FEATURE at any time
7 before April 28, 1999, or referring to or evidencing any knowledge thereof by
8 NETFLIX or any PERSON UNDER A DUTY OF CANDOR at any time before
9 April 4, 2006.

10 **REQUEST FOR PRODUCTION NO. 122:**

11 All MATERIALS in existence before April 28, 1999, that describe, refer to
12 or evidence any SUBJECT INVENTION or CLAIMED FEATURE.

13 **REQUEST FOR PRODUCTION NO. 123:**

14 MATERIALS sufficient to fully describe all rental methods used or practiced
15 by NETFLIX at any time before April 28, 1999.

16 **REQUEST FOR PRODUCTION NO. 124:**

17 MATERIALS sufficient to fully describe all rental methods used or practiced
18 by NETFLIX at any time before April 28, 2000.

19 **REQUEST FOR PRODUCTION NO. 125:**

20 MATERIALS sufficient to fully describe all rental methods used or practiced
21 by NETFLIX at any time as of April 28, 2000.

22 **REQUEST FOR PRODUCTION NO. 126:**

23 MATERIALS sufficient to fully describe all rental methods used or practiced
24 by NETFLIX at any time before May 14, 2003.

25 **REQUEST FOR PRODUCTION NO. 127:**

26 MATERIALS sufficient to fully describe all rental methods used or practiced
27 by NETFLIX at any time as of May 14, 2003.

1 **REQUEST FOR PRODUCTION NO. 128:**

2 All MATERIALS asserting, evidencing, reflecting, or referring to any use by
3 NETFLIX of any practice known as "throttling" on or before April 28, 2000.

4 **REQUEST FOR PRODUCTION NO. 129:**

5 All MATERIALS asserting, evidencing, reflecting, or referring to any use by
6 NETFLIX of any practice known as "throttling" on or before May 14, 2003.

7 **REQUEST FOR PRODUCTION NO. 130:**

8 All MATERIALS asserting, evidencing, reflecting, or referring to any
9 preferential sorting or handling of NETFLIX mail.

10 **REQUEST FOR PRODUCTION NO. 131:**

11 All MATERIALS evidencing, reflecting, or referring to any
12 COMMUNICATIONS between NETFLIX and any employee of the United States
13 Postal Service concerning any preferential sorting or handling of NETFLIX mail.

14 **REQUEST FOR PRODUCTION NO. 132:**

15 All MATERIALS evidencing, reflecting, or referring to any
16 COMMUNICATIONS between William J. Henderson and the United States Postal
17 Service concerning NETFLIX.

18 **REQUEST FOR PRODUCTION NO. 133:**

19 All of the following MATERIALS referred to on Page 4 of Netflix's June 26,
20 2006 Initial Disclosures Under Rule 26 of the Federal Rules of Civil Procedure:

- 21 1. Documents publicly available at the Internet addresses
22 <http://netflix.com> and <http://blockbuster.com>.
- 23 2. U.S. Patents 6,584,450 and 7,024,381 and their prosecution
24 histories.
- 25 3. Documents relating to the conception of the invention described
26 in the abovementioned patents.
- 27 4. Documents and/or references cited in each of the above-
28 mentioned patents.

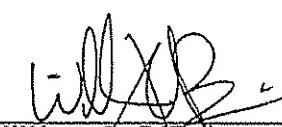
- 1 5. Documents relating to the reduction to practice of the invention
 2 described in the above-mentioned patents.
- 3 6. Documents relating to industry recognition of the invention
 4 described in the abovementioned patents.
- 5 7. Documents relating to competitive information and analyses
 6 about Blockbuster.
- 7 8. Documents relating to Netflix's financial information.
- 8 9. Documents relating to Netflix's practice of the invention
 9 described in the abovementioned patents.
- 10 10. Documents relating to Blockbuster's conception of the
 11 Blockbuster Online service.
- 12 11. Documents relating to Blockbuster's competitive information
 13 and analyses about Netflix.
- 14 12. Documents relating to Blockbuster's financial information.

15 **REQUEST FOR PRODUCTION NO. 134:**

16 All MATERIALS identified in the disclosure statement to be provided by
 17 NETFLIX by July 28, 2006, in accordance with Paragraph 1 of the Court's Case
 18 Management Order of June 30, 2006.

19
 20 DATED: July 11, 2006

ALSCHULER GROSSMAN STEIN &
 KAHAN LLP

21
 22 By 
 23

24 William J. O'Brien
 Attorneys for Defendant and
 Counterclaimant, Blockbuster Inc.
 25
 26
 27
 28

PROOF OF SERVICE

I am a resident of the State of California, over the age of eighteen years, and not a party to the within action. My business address is Socialized Legal Services
1112 Bryant St., #200, San Francisco, CA 94103. On July 11, 2006, I served a true copy of the within documents:

BLOCKBUSTER'S FIRST SET OF REQUESTS FOR PRODUCTION TO NETFLIX

- by personally delivering the document(s) listed above to the person(s) at the address(es) set forth below.

Jeffrey R. Chanin, Esq.
Daryl J. Durie, Esq.
Dorothy McLaughlin, Esq.
Kevin T. Reed, Esq
Keker & Van Nest, LLP
710 Sansome Street
San Francisco, CA 94111-1704

Tel: 415.391.5400
Fax: 415.397.7188

Attorneys for Plaintiff
Netflix, Inc.

I declare under penalty of perjury under the laws of the State of California that the above is true and correct.

Executed on this July 11, 2006.

Signature

Kirk Fannin

Print Name